

DaTARIUS heads up 'The G8 summit in Dubai'.

Eight leading companies co-operated at the 3rd third IMTS (International Media Technology Seminar), which was held Wednesday 28th September at the Emirates Towers Hotel in Dubai and was timed to coincide with the 25th GITEX (Gulf Information Technology Exhibition), which is among the world's top three IT exhibitions.

The event was organized by the Optical Disc Group (ODG), exclusive sales representative in the region for both DaTARIUS and STEAG HamaTech. Other companies involved were Netstal, Hanky, Heino Ilsemann, Piovan, and STEAG ETA-Optik. The eight companies had a joint booth at GITEX, which is becoming a popular event for companies in the optical disc industry, particularly with replicators who support the show both as exhibitors and visitors.

Reza Shaybani, managing director of ODG, opened by saying, "This event in Dubai is a real G8 Summit in Dubai! Optical Disc Group, in partnership with its G8 members, now offers a total solution, which is what the market here requires. Our Optical Disc Technology Centre in Dubai and Part Centre Iran have helped in gaining customer confidence and has shown our commitment and long term plans for the market in this region. We will be continuing to organize events such as this for next year, starting with IMTS in Turkey, and IMTS Dubai 2006 which will offer a new concept to the optical media industry."

James Steynor, CEO of DaTARIUS, and Dr Stefan Reineck, CEO of STEAG HamaTech, provided additional welcome remarks, with Steynor focusing on the importance of the Middle East market and the great advances it has made in a relatively short space of time. "It is a privilege to be here with so many of our customers from the region," he told delegates, "and it is particularly heartening to see that the Middle East has not followed the model of lowest cost rather than quality."

"The optical media manufacturers in this part of the world are obviously very keen to maintain high standards both in their manufacturing processes and in their finished product. DaTARIUS is delighted to be a part of this quality-driven market and to be able to assist with the process solutions."

The all-day event consisted of a series of technical and marketing presentations from the eight companies involved, including an overview from Thomas Hackl, DaTARIUS CCO, of 'Measure, Optimize and Inspect for Increased Productivity and Profits. In addition to an overall market analysis, the presentations covered every aspect of optical media manufacture, from replication through to print and packaging, as well as topics such as optimization of production process, raw material recycling, and the importance of quality control.

The programme was very well received by delegates, as Mr Mohsen Sarshad from Javeneh Pooya in Iran summed up at the close of the presentations. "We opened our factory only one month ago," he said, "and this conference is very important for us to get such an intensive amount of information in such a short space of time. We have attended every year and it gets better each time – in addition to the presentations, it is also a good opportunity to meet our friends and customers. We will certainly attend next year."

The day culminated with an evening reception, following which delegates were taken by special coach to the beautiful Madinat Jumeirah Fort Island for a special dinner with live entertainment in a fabulous setting under the moonlight and the shadow of Burj Al Arab Hotel.

DaTARIUS Group

The Quality People – measurement, inspection, and process optimization solutions

"Some companies provide entertainment like this to encourage customers to buy their equipment," one customer from Saudi Arabia said at the dinner, "but we would buy the systems from the 'G8' companies in any case because of their high quality and reliability. However, this has been a wonderful event, and a very special dinner, made even better by being able to see all our suppliers without having to visit eight different locations!"

About DaTARIUS Technologies GmbH

DaTARIUS has been at the forefront of optical media development for over 20 years as a world-leading supplier of test equipment, helping the media manufacturing industry to improve production quality, consistency and efficiency.

DaTARIUS produces measurement, test and quality control systems for all CD and DVD formats: pre-recorded, recordable and rewritable. Its revolutionary DaTABANK(tm) technology is fully enabled for Blu-ray Disc (BD) and HD DVD testing.

The DaTARIUS product range extends to optimization of all optical media formats, with the MF DisCo temperature regulator and Universal Sprue Recycler. These help to improve moulding quality, cycle times and the efficient use of raw polycarbonate. The DaTARIUS Inspect product family offers print label quality inspection, disc orientation and Ident code validation

DaTARIUS offers extensive training through its service centres worldwide and is fully committed to the future of its customers.

Photos:



Caption: Opening speech

Download Hi-res image at: www.datarius.com/news/gallery/dubai05-001s.jpg



Caption: Audience

Download Hi-res image at: www.datarius.com/news/gallery/dubai05-002s.jpg





Caption: Closing dinner

Download Hi-res image at: www.datarius.com/news/gallery/dubai05-003s.jpg

DaTARIUS Contact Details:
DaTARIUS Technologies GmbH
Anton Maria Schyrle-Str. 7
A-6600 Reutte
Austria
Tel: +43 5672 2060
Fax: +43 5672 206 8000
Email: europa@datarius.com
www.datarius.com

Cédric Collard, Marketing Manager
<mailto:cedric.collard@datarius.com>
tel: +43 5672 206 430

